
CONFERENCE UNDER THE FRAMEWORK OF  **WORLD LITHUANIAN
ECONOMIC FORUM**

Preliminary title:

Lithuania – Your Gateway to Central Europe

Israel, 2012 (exact date and place TBC)

Organiser

LITHUANIAN BUSINESS
CONFEDERATION 

Organisational Partners



Why ISRAEL?

- Israel is a small country with highly developed **entrepreneurial business culture**; it is often called the **Economic Miracle** which is worth learning from;
- Israel is famous for its' high-tech industry, scientific inventions are successfully **commercialized** and generate significant income. Innovation is the main competitive advantage of the country (innovation and high technologies make up to 15% of GDP in Israel, while in Lithuania the number is 0,1%). It is a great example for Lithuania which aims to become an innovation centre of Northern Europe;
- Israel has attractive and efficient tools for **financing** inventions, innovation and businesses at their early stage;
- For centuries, the **Jewish community** of Lithuania was one of most important Jewish communities in Europe. Nowadays there are about **200.000 people** of Lithuanian origin living in Israel.
- An opportunity to provide a meeting platform for numerous Litvak communities scattered around the world which might be interested in business opportunities in Lithuania.

Main OBJECTIVES

- **Gathering high – calibre business leaders** commercially related to/ interested in Lithuania and of Lithuanian origin to present Lithuania as a strategic business partner and attractive investment location with great talent pool and intellectual potential as well as prime geographic location and infrastructure to access EU markets.
- **To bring and share international insights and success stories** in terms of international expansion and development of innovative sectors such as biotechnologies, nanotechnologies, life sciences, ITC, laser industries, etc.
- **To create a networking platform** for entrepreneurs, investors, business leaders, scientists and high state officials;

Expected **NUMBER OF PARTICIPANTS**

approx 250 participants
(100 from Israel, 150 from other countries)

Target **AUDIENCE**

Businessmen, economists and scientists of Lithuanian origin
Representatives of Litvak community
Venture capitalists and potential investors
Large international companies
Leading high-tech companies
Representatives of young businesses and Start-ups

Suggested **FORMAT OF THE EVENT**

Day 1

PLENARY SESSION

Opening welcome and introduction

President of the Lithuanian Business Confederation
Governmental officials from Israel and Lithuania

Key-note speech followed by a Panel Discussion

Lithuania and Israel: Where Do Our Nations Stand Out?

Panellist from Israel side could share their insights on how the country came to where it is now. What were the main driving forces and success factors. Panellist from Lithuanian side could presents the highlights of the most potential Lithuanian economic sectors. The discussion should lead to conclusion of how Lithuanian can take the advantage of its potential and where the two countries can cooperate.

Suggested speakers:

Open to suggestions

Suggested panellists:

Ministers of Economy of Israel and Lithuania

Israeli Business Leaders

Lithuanian Business Leaders

More/alternative panellists: Open to suggestions

Suggested duration of Plenary Session: 2 hrs



Suggested **FORMAT OF THE EVENT** (cont)

Day 1

SESSION I

ITC: Potential Beyond Borders

The session consists of a key-note speech, panel discussion, case studies, presentations of Lithuanian companies and their potential.

Lithuania is the European leader in broad-band internet, however there is much more to that. Even if the country is very small it has much more potential in ITC sphere.

Suggested speakers/panellists/moderators:

Representatives of Israeli ITC companies

Representatives of Lithuanian ITC companies

More/alternative panellists: Open to suggestions

SESSION II

Biotechnologies: Making the High – Tech Desert Bloom

The session consists of a key-note speech, panel discussion, case studies, presentations of Lithuanian companies and their potential.

The biggest investment of Israel in Lithuania is in biotechnologies which demonstrates the ability of Lithuanian scientists to be competitive in this field. Not only they are strong in scientific research but also Lithuania has a big potential in the new equipment park.

Suggested speakers/panellists/moderators:

Representatives of Israeli biotechnology companies

Representatives of Lithuanian biotechnology companies

More/alternative panellists: Open to suggestions

Suggested duration of the session: 2,5 hrs

Suggested **FORMAT OF THE EVENT** (cont)

Day 1

SESSION III

Clean Technologies: Going Green Solutions

The session consists of a key-note speech, panel discussion, case studies, presentations of Lithuanian companies and their potential

Lithuania is moving in a direction of clean technologies and alternative energy sources rapidly. Recently this sphere demonstrates quite significant potential. Lithuanian clean-tech companies are open for co-operation with foreign investors.

Suggested speakers/panellists/moderators:

Representatives of Lithuanian Clean-Tech companies

Representatives of Israeli Clean-Tech companies

More/alternative panellists: Open to suggestions

SESSION IV

Lithuania – Your Destination: Travel, Recreation and Tourism Investment

The session consists of a key-note speech, panel discussion, case studies, presentations of Lithuanian companies and their potential

Lithuania is quite popular as a holiday destination among Israeli people. Recently new opportunities in health tourism as well as active and even exotic tourism spheres appeared. What Israeli people still do not know about Lithuania? Visit, enjoy, recreate and invest in our tourism facilities.

Suggested speakers/panellists/moderators:

Representatives of Lithuanian tourism companies and treatment and rehabilitation objects

Representatives of Israeli tour operators

More/alternative panellists: Open to suggestions

Suggested duration of the session: 2,5 hrs

Suggested **FORMAT OF THE EVENT** (cont)

Day 1

The first day of the event will be recapped at an **official reception** with participation of high governmental officials from Israeli and Lithuanian side. The programme will include:

- Welcoming speeches by Israeli and Lithuanian officials
- Conclusive remarks by a master of the ceremony summarizing main ideas of the day
- A short speech by the President of the Lithuanian Business Confederation about future plans for WLEF
- A short speech by the ambassador of Lithuania in the USA which is the destination of WLEF 2014.
- Networking, snacks and music

Day 2

B2B meetings in the hotel (duration 2-3 hours depending on the number of companies from both sides)

A visit to an innovative company (e.g. Better Place)

Short History of the World Lithuanian Economic Forum

WLEF 2009 in Vilnius: Competitive Lithuania: Innovative Economy, Effective Business Development, and Investment

320 representatives of Lithuanian origin from 32 foreign countries. The forum was held under the patronage of the President of the Republic of Lithuania Valdas Adamkus.



WLEF 2010 in London: High-tech Innovation & Investment: Local to Global.

Over 200 entrepreneurs, business representatives, and financial experts from the UK, Lithuania, USA, Denmark, France, Israel, and Brazil.

The forum was held under the patronage of the Prime Minister of the Republic of Lithuania Andrius Kubilius.



WLEF 2011 in Vilnius: Competitive Future Lithuania: Investment in People, Knowledge and Innovation. Held jointly with the XV World Lithuanian Symposium On Science And Creativity.

Over 500 representatives from 22 countries.

The forum was held under the patronage of the President of the Republic of Lithuania, Dalia Grybauskaitė.



INTERESTED IN:

- joining the event organisation team?
- sponsorship opportunities?
- media sponsorship opportunities?
- taking part in the event?
- any other way of co-operation with the event organisation team?



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